

SLOPERS' ADVERTISING CARDS

I have now seen evidence of two more pieces of Sloper advertising literature. The first was in a copy of Stamp Collecting of 16th November 1978 in an article entitled 'G.B. Heads and Tails' by Jean and Crawford Alexander. This advertising card would seem to be from 1938 and shows 5 example labels, two perfins on dark blue paper and three overprints on pink paper. This was brought to my notice by DERRICK MUGGLETON.

The second photocopy is from PETER WOOD in Australia. He is fortunate enough to have the letter, card and envelope. The date on the envelope is 1-3-39 and the stamp is a 1½d brown KGV with perfin JS (J6850.01).

This advert card also shows five example labels but only one perfin on black paper and four overprints on red paper. The perfinned signature is W.O. Hawkins, as mentioned in Bulletin 264, but in 1939 Mr. Hawkins was signing as 'Secretary' whereas in 1960 he was signing as 'Managing Director'.

The content of the 1939 letter is very different from the 1968 promotional material and so I make no apology for printing the whole of the text.

"Dear Sir,

As we have had so many enquiries with regard to our service from Municipal Authorities during the past year we are once again bringing to your notice our system of supplying postage stamps perforated with initials and receipt stamps overprinted.

The safeguard that the adoption of this idea ensures is universally recognised and we feel that you may perhaps be interested.

We have specialised in this work for over 80 years and serve some thousands of Authorities and Business Firms throughout Great Britain.

The stamps are supplied in exchange for your cheque, our bankers being The Westminster Bank Ltd., Lombard Street, E.C., of whom you may make enquiries if you wish.

National Insurance Stamps are also supplied by us and these can be ordered weekly in whatever quantities you desire.

If you use a roll machine for affixing Receipt, Postage or Insurance stamps we can print or perforate rolls for use on these machines.

Enclosed herewith are a few specimens and should you be interested, please write us for full particulars, or our representative will be pleased to call at your convenience.

Assuring you of best attention at all times.

We are dear Sir, Yours Faithfully,

J.S. Sloper & Co. Ltd.

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If any member has any other similar letter which shows any change of text, signature, names of directors, dates etc., I would greatly appreciate a photocopy for our files.